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FACTS IN A NUTSHELL

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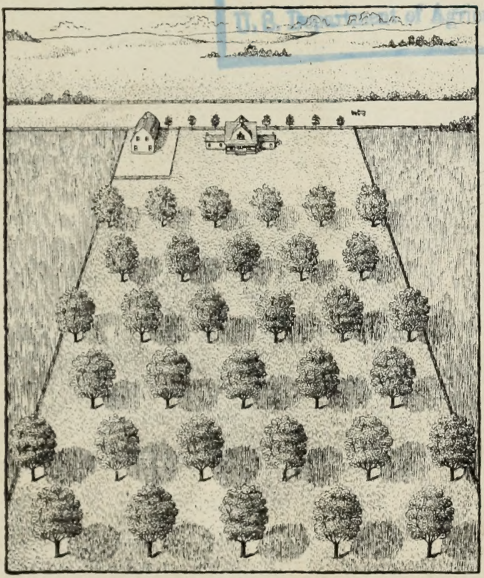
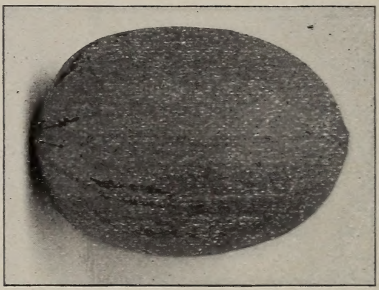


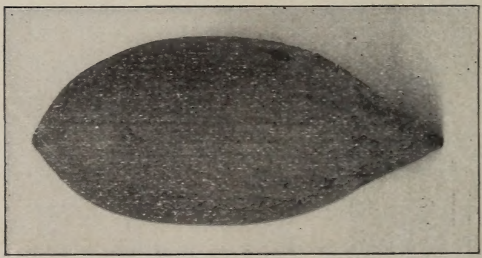
A GROVE OF TEXAS PECANS

Texas Seed Pecan Co.
Fort Worth, Texas
Established 1890

TWENTIETH CENTURY PECAN
THE LARGEST GRAFTED PECAN NUT GROWN



POST'S SELECT PECAN
FOR TEN YEARS THE FAVORITE SEEDLING PECAN



PARAGON PECAN

FACTS IN A NUTSHELL

One of the facts is, "The secret of success in life is for the man to be ready for his opportunity when it comes."

Nineteen hundred and one is here and we are reminded that another year has gone, another page of life's history with perhaps many lost opportunities, has been written. We hope the year past has from a business standpoint been a prosperous one with you and hopefully the present one may be equally so. With the dawn of the new century we want to remind you that if you have not already planted a Pecan Grove of fifty to one hundred acres you have neglected an opportunity of building for yourself and children a foundation for a fortune. To the majority of people there is nothing so attractive about a home as trees. Not only do they add to the beauty of the landscape, but they are of great indirect value.

By conserving the moisture and tempering the wind they modify the local climate to a marked degree. The value of well established groves, wind breaks, shelter belts in the protection which they afford crops, orchards, dwellings, farm buildings and stock is of first importance.

Where such trees are nut bearing they add great value in earnings as well as the shade and protection they give. Thirty years ago the consumption of fruit and nuts was compartively small, and not until the supply was created, the demand was but slight, but now what was then considered luxuries, have become necessities and thousands of carloads are annually grown to furnish the supplies, and the people are better appreciating the great food value of choice fruits and nuts. The success of the fruit growers of Florida and California for twenty-five years past, has prompted the planting of large orchards and groves in other States, until now it has become an established industry. The Peach orchards of Georgia have brought the growers wealth. One orchard earning its owner in 1900 over $100,000, the product of which found a ready market.

Not only has there been rapid increase of wealth and prosperity, but with it comes culture and refinement, and an increased demand for more of the finer fruits, and less of the coarser, being greatly to the advantage of the commercial fruit grower.

With business skill and knowledge applied to commercial horticulture will enable any one who loves trees and fruits to reap a rich reward for his products.

The Southern States are upon the eve of greater prosperity than they have heretofore known, and the people are learning that the one-crop system (cotton) is not a financial success, but a

diversity of crops is and can easily be made the garden for early supplies for the Northern States.

In addition to the growing of the more fleshly fruits, such as the Peach, Plum, Pear, Apple, etc., no nut true has been found of equal value to that of the Texas Thin Shell Pecan which is so highly recommended for universal culture, and placed at the head of the list of edible nuts by the Department of Agriculture at Washington, D. C.

Already the supply of these nuts is not equal to the demand, the whole crop being consumed yearly for eating and the increasing demand for confectionery and other food products, will soon demand more than now being grown. This fact is turning the attention of people in all the Southern States to planting of commercial groves of 50, 100, 500 or even of 1000 acres, which will earn enormous fortunes.

Being the one favorite nut wherever known and of the same family as hickory and walnut, growing where they do successfully, those who plant need have no fear of an over-supply for generations to come, as we have the whole world for our market. No doubt the rapidly increasing population of the United States will consume all that can be grown for years. We annually import two to three million dollars worth of nuts, all of which should be grown here.

Coming to this State in 1890 the attention of the writer was called to the great value of the wild Pecan crop, the value of which could be materially increased by cultivation. So he undertook to introduce their culture in other States which grow them as successfully as Texas. Every year the importance of this industry has grown with abundant proofs of their great value to every owner of land, whether only a few acres or hundreds. We know of nothing their equal as money makers, the cost of planting being small, the income large, no risk, little care, but giving a royal income for the man who plants, a grand patrimony for his descendants for at least twenty generations.

Having from the first a desire to make this industry of great value to others, our motto has been "NOT HOW CHEAP, BUT HOW GOOD," and "NONE BUT THE BEST IS GOOD ENOUGH," so we offer for planting the very best Pecans grown in the State.

With this in view, we have made this industry a special study for ten years past, bringing it to a high standard of excellence not equalled by others, and if we do say it, we believe no others can offer Pecans of such value as we do, as we know the source of supply of the finest grown, and by paying extra prices have obtained them annually for several years, and secured them for this year.

We have the reputation of being a Pecan expert (which we do not deny.) Certain it is that having made a high standard of excellence we do not propose to lower it to compete with inferior stock which some choose to offer. In this industry values are to be considered far above price, when we consider their long life. As the stock we handle is grown upon but few trees, the question is not can we sell all we can get? but can we meet the demand? Not enough trees

are now grown to meet the increasing demand and we are obliged to return money sent us when the orders come in late, and stock all sold.

Business men judge the future by the past, and the present outlook for sales for 1901-2 far exceeds that of any previous seasons. Never have we had so many letters from parties who contemplate planting large commercial groves this fall, as are now being received. In the growing of Pecan Groves the expense is far less than in growing of fruits. They need no spraying, no pruning, but little care, the plowing of crops grown upon same ground being all the trees require, so the only expense being gathering and selling the crop.

From what we know of the great value of this industry to the Southern States if we told all we believe to be its outcome, to tell the whole truth as we see it, the force of the statement would be destroyed, so what we say is a long way short of the actual facts.

When a Pecan tree is large enough to earn ten dollars it will not occupy more land than is required to grow a dollar's worth of wheat. In recommending this industry, we do it with the belief that it is to your profit to engage in it. There are thousands of people struggling to free themselves from mortgages, from debts which ordinary earnings cannot remove, and growing families increase liabilities rather than lessen them.

With but a small portion of one's earnings there can be planted this season ten or twenty acres in the choice Post's Select Pecans, the next year the same or more and a foundation is laid for fortunes in annual income not obtained in any other way at so small a cost.

Some will exclaim, "O, we can't wait so long!" Don't forget you will have to wait while you live, and a growing Pecan Grove, which when the trees are ten years old will earn you from $5.00 to $10.00 per tree or per acre $625.00 to $1,250.00 is worth waiting for.

With such an income, the mortgages could soon be paid, other obligations cancelled, and the comforts and luxuries for home, liberal education of the children is provided while you are pursuing the ordinary pursuits of life. Only lately has Pecan culture received any attention, and all told but a few hundred acres have yet been planted in groves, which under cultivation can be brought into bearing as soon as a Pear orchard. Bulletin No. 28, published by the U. S. Department of Agriculture gives the analysis of twenty different kinds of nuts, placing the highest food value to the Pecan, the Hickory nut coming next.

As an article of food the Pecan is rich in hydrocarbonaceous compounds and mineral salts, which are found in bread, butter and eggs in a concentrated, attractive and easily digested form. Nuts have a higher nutritive value generally than do the fruits which are made up of the fleshly coverings of seeds, such as the Peach, Plum, Pear, Prune, Apple, etc., and the consumption of nuts and nut foods is rapidly increasing.

In the new departure in nut and fruit culture, many of the old theories have been discarded and

horticulture has made rapid strides during the past ten years. It has long been thought that forest trees of wild growth must be treated as such.

Experience has shown that by cultivation the Pecan is wonderfully improved in its growth in its fruit of both quality and quantity, and that under domestication it can be treated absolutely as a fruit tree from seed to harvest. Not only that, but that the low branching of the trees, heading them in when two or three years old, gives better shape permits close planting of the trees without crowding, largely increased earnings over those trees uncultivated.

While the forest growth of Pecan trees may not come into bearing under twelve or fifteen years, cultivation brings them into bearing when only six years from the nut, pay at eight and when ten years old will earn from $5.00 to $10.00 each tree. Formerly it was thought that Pecan trees could only be grown along streams. Now we know better. Says an experienced Pecan grower here. "The finest and most productive Pecan trees I have ever seen are growing upon well drained lands. The most rapid growth and earliest fruiting has been upon sandy lands. The greatest growth is upon rich alluvial lands.

"There can be no doubt but that the best cultivated Pecan groves of the future will be upon well drained tillable lands. I would plant close together, or at most only a medium distance apart and prune to pollards to get the largest proportion of new wood on which the fruit is borne.

"The Pecan tree can be trained or pruned to any shape desired. I would treat the Pecan tree exactly as I do fruit trees. Such experiments as I have been able to make appear to show that the Pecan tree can be pruned or trained to any desired shape whether low spreading pollard, or even flat espalier. I do not know how it can be dwarfed, but hope to learn." We may add here that heading in of the trees has the tendency to produce dwarfed trees. Another grower says "The Pecan will thrive upon dry lands which are good for corn or cotton that has not compact clay subsoil and that does not hold the water near the surface."

Says another writer in Florida: "The sandy pine lands of this State will produce the Pecan to perfection," while another says, "I find the sandy loam with clay subsoil the best for Pecans, black lands next." So it seems that any good ground rich enough to grow any kind of fruit trees will grow the Pecan. As a desirable place for a Pecan grove we suggest the south side of your dwelling, but far enough away so that the sun will shine upon it some time during the day. The advantage of having a body of trees is two-fold. They will relieve the glare of the sun and radiation of heat, beside being restful to the eye during the hot summer days. A thorough preparation and fertilization of this land should be made the summer before the trees are planted. By doing this, after the trees are planted cultivate the land in vegetables or other low growing crops not large enough to shade the young trees and you can get earnings annually until the trees shade the lands, of hundreds of dollars per acre if you are in reach of shipping facil-

ities to Northern markets. With proper crops and good cultivation you can easily earn on twenty acres more than on 200 acres in ordinary farm crops.

Some middle aged men will say "I am too old to plant, as I will never get personal benefit from a Pecan Grove." This is a selfish reason. Some one planted the trees from which you are getting fruit, and you owe something to those who come after you. Said a man in Georgia, "I am now sixty-nine years old, but I am planting Pecans for myself and for posterity. A man who plants fifty acres in Pecans now of the best varieties will be a rich man in ten years, for under cultivation the trees bear in six years and are profitable at ten years of age. There is nothing like it for large profits on small capital, and a man who plants fifty acres has an enduring fortune."

Many questions are asked us from time to time which we answer herewith under the head of

QUESTIONS AND ANSWERS.

Question. What section of the United States has the best lands for growing Pecans?

Answer. In forty-four other States and Territories as well as in Texas.

Q. At what age do Pecan trees bear?

A. Under cultivation they bear when six years old from the nut, begin to pay when eight and at ten years of age (when the large thin shell Pecan is planted) will earn from $5.00 to $10.00 per tree, increasing annually until maturity when thirty or forty years old continuing through their life. We do not know how long a Pecan tree lives. A few years ago a Pecan tree was killed by lightning here. When cut down its rings showed it to be upwards of six hundred years old.

Q. Will all Pecan nuts when planted reproduce themselves?

A. No. The Pecans we sell for seed are grown upon isolated cultivated trees which reproduce themselves. This we have evidence of here in several instances. By planting the Pecan picked up here and there you have no surety what they will produce, as the forest grown nuts will amalgamate as many kinds grow together, and the pollen from trees growing all sizes will mix promiscuously.

Q. What is the best method of planting a Pecan grove for best results?

A. We advise the plan adopted by the California fruit growers with the Equilateral Triangle Method, by which they get the largest number of trees to the acre without crowding. Planting the trees 20x20 feet apart we get 125 to the acre.

This is a business enterprise and the ground under proper care and cultivation will give earnings not reached by any other method. Already in the Southern States, especially those of the Atlantic Coast, the growers of early vegetables for the Northern markets have earned large sums per acre, and what they have done every Southern State can do, in their Pecan grove, the cultivation of the crops being sufficient for the tree growth. Early grown tomatoes, lettuce, cabbage, peas, beans, potatoes, etc., meet

with ready sale at profits not obtained by ordinary crops. In addition to this, each year after the trees are well under way, they add a value of at least one hundred dollars per acre. When ten years old your grove is intrinsically worth one thousand dollars per acre, as its earnings should from the trees alone exceed ten per cent. upon that valuation, while the ground in vegetables can be made to earn easily from $100.00 to $300.00 per acre, for several years.

Do not plant any other trees among Pecan trees, but plant low growing crops.

Q. What is the method and the advantage of low heading of Pecan trees?

A. Our leading horticulturists are now adopting the shorter trunk for fruit and nut trees for many reasons. The trunks are protected from severe sun scald, the ground under the trees is kept more moist, the crop easier gathered, the tops less liable to injury by high winds.

When the trees are two or three years old, cut out the pollards or branches growing on line with the tap root. The outer limbs which usually grow laterally will assume a curved shape inward because such branches are affected by the sun only upon the upper side, while the underside being shaded grows the fastest. Hence, the more upright the limbs the nearer the trees can be planted, more to the acre, resulting in more earnings on same amount of land. With the curved limbs with oval shape for the tree top, makes the trees of beautiful uniform shape, and with a long cane pole with a hook on the end, the limbs are easily jarred, the fruit gathered without injury to the trees. If any one is skeptical about the curving of the limbs, he can be convinced by sawing off a limb and seeing how much nearer the heart is to the upper side. He will find the growth twice as thick on the underside as it is on the upper.

A prominent orchardist says he has practised this method for forty years, and wonders the custom is not universal. Years ago it was the custom to have the apple trees with high trunks to keep the limbs out of the way of cattle, which were pastured in the orchard. Now that orchards are planted for the benefit of man, the short trunk and low heading is the more profitable.

Q. What about the sexes of the Pecan trees? Are all Pecan trees bisexual?

A. No. All Pecan trees are not bisexual. Parties have bought Pecans heretofore, planted trees, and when in bearing found they bore nuts but without kernels, so of no value. The only remedy for this failure is to get the pollen from bearing trees in the spring and scatter it among the branches, so as to fertilize the pistilate flowers.

This is one thing we are very particular about in our purchasers of nuts for planting, to know that the trees bearing them are bisexual. This is a very important matter for the purchaser and should not be overlooked. To buy only of parties, who know positively the fertilizing power of the parent trees is his safeguard. The Catkins or male flowers (stam-

inate) are the first to make their appearance here the last of April. They appear on the end of last year's growth, usually in groups of three. The female blossoms (pistilate) are at the end of the new growth of six to eight inches long early in May. The catkins when mature lose their hold and by gravitation and the winds fall upon the pistilate just as the embryo nut is formed with its blossom and fertilization takes place, even when but a mere speck of the catkins seed falls upon the stigma of the female flower. The proportion of the staminate to the pistilate is, as is one thousand to one, so that when Pecan trees are planted in groves 20x20, being of same height, same age, same distance apart, and each tree being bisexual, it can be readily seen that fertilization must necessarily be very profuse, leading to abundant crops.

Q. How extensively have Pecan groves been planted? Is there danger of an oversupply?

A. I do not suppose there are over 1,000 acres in Pecan groves in the United States. This means that not enough are now growing to meet the growing demand for planting. Millions of trees to be planted will find ready sale for their product, partly for seed, and a growing market will take the balance at good prices. As Pecans grow only upon this continent we have the world for our market, but the United States will need all that can be grown for years to come.

Neither this or the next generation need fear of an over-supply of Pecans, as what are not needed for market sales are readily taken by the nut crackers, who usually clean up the market, the meats being in great demand for candies and other confectionery, etc. The output of three concerns in St. Louis with a captial of $250,000 is annually 3,000 tons of Pecan meats. Other cities are also engaged in the same business.

Q. Comparing the Pecan industry with that of fruit culture, which has the advantage?

A. In the first place the advantages are all in favor of the Pecan, both in cost and profit compared with expense.

Let us take oranges for a basis, which are supposed to pay large profits. Twenty-five acres planted in oranges cost from $150.00 to $200.00 per acre or $3 750.00 to $5,000. To this add an annual expense of $15.00 to $30.00 per acre for their care. One night's freeze may ruin the work of years. The fruit must find ready sale to save loss, and the grove must be renewed in time. With the Pecan "once planted, always planted." Twenty-five acres will cost for the nuts of the Post's Select Pecans for planting only $75.00. No expense but gathering and marketing the crop, which can safely be held for twelve months if desired.

Blooming long after frosts have past, no blight, no insect pests, common to other fruit trees, the leaves and sap having an acrid taste repels them.

Q. What earnings may reasonably be expected from a Pecan grove, when the trees are ten years old, with 125 trees to the acre?

A. We wish to be conservative in our statements and will give results below the actual facts. Such Pecans as we sell for seed are rarely ever seen in the markets as they are contracted by us before they are grown.

Much smaller ones of the forest grown nuts are sold in the Northern markets at twenty-five to forty cents per pound. We have trees growing wild without any cultivation, which earn from $15.00 to $25.00 each. We are not unreasonable in our statement when we say Pecan trees grown from the Frost's Select Pecans will easily earn $5.00 to $10.00 per tree and upwards when ten years old.

Only twenty pounds to a tree at twenty-five cents per pound is $5.00 or fifty pounds at twenty cents means $10.00. The fact is the yield is larger still. When an acre of 125 trees earn only $1.00 per tree it means $125.00, at $5.00 per tree $625.00, and $10.00 per tree means $1250.00.

One hundred acres contains 12,500 trees, cost of seed nuts is $300.00, saying nothing about the vegetable earnings, make the low estimate of only $2.00 the tree (twenty pounds at ten cents) and your investment of $300.00 earns you $25,000. You could not afford to sell your grove at $100,000, foolish to do so. Do you see any extravagant statement about this? "Facts are stubborn things," but they get there! If the owner of a farm doubts this, instantly turn over to your boys and girls one hundred acres of land, and they will show you results you don't dream of, and give you all the comfort in your old age, which ordinary farming will not furnish.

With ten years of daily study of the Pecan industry we do not hesitate to state that we believe those who plant now of the fine large thin-shell Pecans will sell much of their product for seed at prices they now pay for their seed. We believe the supply will not keep pace with the demand, basing our judgment upon past experience, as well as the present. In any event the markets will take all at good prices. Even if only at ten cents per pound, the earnings will be enormous.

Q. Are the terms "paper-shell" and "soft-shell" properly applied to Pecans?

A. No. These terms are a misnomer. The words paper shell apply to almonds and soft shell to English walnuts properly, but not to Pecans. Pecans are thin-shell and thick or hard shell, the material being the same but in some localities thinner than in others.

Q. Why do you recommend the planting of commercial groves?

A. Simply for the large amount of money they will earn, on very small outlay. Let the grower conduct his groves with the same care and watchfulness he would a commercial business, the income is large, safe, annual increase of earnings a safe investment for his children, which cannot burn, cannot run away, nor fail to earn fortunes. Five hundred acres in Pecan groves will earn more clear money than the same amount in any kind of fruits considering the cost, care and earnings. Life insurance

is good, but not to be compared with the Pecan industry. With one the money left by insurance is soon gone, while the other gives you annual earrings for life. No need of any one who owns bu a few acres of land spending their years in poverty or want, when only a portion of one's earnings saved each year for four or five years will furnish an income ample for all wants.

Q. What is the best method of propagation, bedding and transplanting?

A. We recommend the sprouting of the nuts in boxes, from these to a bed in the garden or other enclosure to remain through the summer and in November remove to their permanent home. Full directions will accompany each shipment.

Q. Where can we get the best Pecans of both seedlings and grafted varieties, of both nuts and trees?

A. Nowhere better than of the Texas Seed Pecan Co., of Fort Worth, Texas, whose supplies for the past ten years have gone to most of the States of the Union and so far as known given most excellent satisfaction, many of our customers buying annually for several years. We are here for business and will treat our patrons all right.

We recommend this industry with full confidence that those who undertake it, even if only a grove of ten acres, will earn as much in proportion as one who plants 500 acres.

In the foregoing questions and answers we have endeavored to answer such as will give a good insight into this most valuable industry.

Because. Means we will reason together.

O. W. Holmes said "Put not your trust in money, but put your money in trust." If he had only known about it he might truly have said "Put your money in trust in a large Pecan grove." Here is a *trust* no one objects to. The only man who can afford to let such an opportunity pass must be growing younger instead of older.

Because. "Living for to-day only as if you were to live forever, is not bravery. It is foolhardiness."

When an aged gardener was asked why he planted trees that he could never see in their maturity, nobly replied, "He is of little good who does nothing for those who come after him." "Will power is the force which conquers all apparent obstacles," and it requires but little of that to place those dependent upon you far above want the rest of their lives. The cost of only one premium on a life insurance policy for $5,000 invested in a Pecan grove will do that for numbers.

Because. The man whose capital is his brain needs during his active life to make provision for his old age, and for his family as the years go by. Life lies within the present, the past is spent, the future uncertain. A trusting, loving wife has good reason to doubt her husband's affection if he does not provide for her future support and comfort as the years go by.

If no more, plant ten acres of Pecans every year and you soon lay the foundation desired. Wealth

is fickle, provide for an annual income on which you can depend while you live. Give nature an opportunity to be your paymaster. Cents grow into dollars while you sleep. It was Artemas Ward who said, "In the midst of life we are in debt." Had he had a Pecan grove he would have soon been out of debt. This is worth remembering. The day you complete the planting of a fifty-acre Pecan grove, you create an estate, the earnings from which means continuous income as soon as the trees come into bearing. Start right, the future will give the earnings which will make the difference between pinching want and a comfortable income for life. While this industry is yet in its infancy in the Southern States for both nut and fruit culture, its possibilities are almost beyond comparison with other sections of the United States, and those who are wise will come in "on the ground floor."

Our supplies come from the very best of isolated cultivated trees, which earn for the owner from $50.00 to $100.00 each and are superior to any others. Our sales for 1900 exceeded those of any previous season, and letters daily received indicate the demand for both nuts and trees will be far greater than last season. We never have enough Pecans to fill all our orders, especially late ones, and we have thought it best to give our patrons the opportunity early in the season to secure what they may want.

Upon the receipt of this booklet make up your minds how many acres you will plant and send in your order at once, for planting for next fall and winter. Our terms are cash with orders, but such orders as reach us before the shipping season we will accept one-fourth the amount with the order, and reserve such stock as soon as it reaches us. The balance due November first. No shipments made C. O. D. unless one-half of the amount is sent with the order. We prepay our shipments, for which we have special rates by express, and our customers have no trouble with excessive rates. Until last year our sales have been confined to seedlings, in both nuts and trees, but we have for some time been upon the lookout for Pecans grown upon grafted trees, and have found them in the Twentieth Century and Paragon, both very choice, all of which we give full description herewith.

THE TWENTIETH CENTURY PECAN

We believe is the finest Pecan in the world, and we consider ourselves very fortunate in possessing them for our trade. A correct half-tone photograph of them will be found upon the inside first page of the cover. To prevent any enlargement we personally saw to the measurements when photographed which was in length nearly two and three-eighths inches and in circumference three and three-fourths inches (2⅜x3¾). Some seasons they are larger than these, but owing to excessive rains at time of bloom and after, the crop of 1900 was not over one-half of their usual size. Hopefully this may not occur again, but

be of usual size this season. Be that as it may, the photograph shows what the trees bear, and only climatic influences produce any changes.

Nearly as large as a "Guinea Egg," thin shell, kernel of delicious flavor, very attractive in appearance, grown upon grafted trees they will reproduce themselves with great accuracy, and sell rapidly on sight in any market. At any price such Pecans cost, there is money in growing them. We are told of one party who refuses to sell his Pecans for ten dollars a pound. While not having seen them we do not believe they are superior to the Twentieth Century Pecans from what we are told. Grown upon but few trees as long as we can get a supply of the Twentieth Century Pecans we will sell them at three dollars a pound delivered, prepaid. The trees bearing these nuts are grafted and far removed from seedlings, which make them of great value for planting. Even at only $3.00 per pound, an acre can be planted at one tenth of the cost of an acre in oranges.

Being of such extra large size, we think the growers of them will sell the product at high prices for planting for several years after they come into bearing. We pay extra high prices to secure them and think them well worth the money they sell for. And every one can afford to plant a few acres of them. Early orders can be filled, but we fear not late ones.

The second cut upon inside page of front cover accurately represents a favorite Pecan, which we have handled for ten years past, known as

THE POST'S SELECT PECAN.

A nut which has no superior among Seedling Pecans. Usually averaging 40 to 45 nuts to the pound solid, well meated, delightful flavor, and an uncommonly attractive nut, quite uniform in size, grown upon isolated cultivated trees, they reproduce themselves with wonderful accuracy. The trees are annual bearers, very prolific. This is of great value to the buyer, because he may get Pecans from trees which bear one or two years in three, the annual bearers being of much greater value. We make it a point to visit the growers and know these facts from personal observation, and know what we sell.

Some eight years ago several trees were grown from these nuts, and we found last season that they had reproduced, so we hope to get these also. Last season we paid one grower $104.40 for the product of only one tree, and are after the crop of another, which brought its owner last year $150.00.

These prices show what can be obtained in Pecan culture, which others can have as well as these growers.

We reproduce two letters (unsolicited) which came to us in 1898. One was from Luther Burbank, of California, who is known as "The Wizard of Horticulture," in which he says: "Your esteemed favor accompanied by the box of really magnificent Post Select Pecans, is received. I have had the pleasure

of examining most of the valuable named Pecan nuts, but I must say that taking their size, thinness of shell, fullness of meaat, ease of removing it from the shell, and quality, all combined, I have never seen their equal."

The second letter came from Hon. M. E. Gillett, mayor of Tampa, Florida, who said: "The fifteen pounds of Post's Select Pecans I bought of you have been received, and I want to tell you how pleased I am. I never saw such large specimens before. In fact had no idea they ever grew so large. You gave me a fine selection, and I want to thank you."

Other testimonials, equally gratifying, have been received. We, this winter, sold Mr. Giliett grafts from the 20th Century Pecans to graft in the trees he bought of us in 1898.

Some parties claim that seedlings trees are more hardy, longer lived, less liable to disease, fruit finer flavor, and tree for tree, year by year. bear larger crops than do grafted trees, and under cultivation the crop more likely to be superior than inferior.

One of our experienced horticulturist says: "The Pecan is susceptible of great improvement my careful selection and cultivation. By planting the large thin shell Pecans one can, by cultivation, have a Pecan grove as soon as he would have a bearing Pear orchard, and reckoninng for a few years in the future, the money yield of the Pecan grove will far exceed that of the Pear orchard.

On the side of the Pecan is a decided advantage in the fact that they are never troubled by blight nor by the insect pests of fruit trees. Everything seems to stand out boldly in favor of the Pecan, which can profitably occupy what are considered waste lands."

Thousand of acres of "turned out lands" in the Southern States, put into Pecan groves, could soon be made very valuable.

For ten years past the price of Post's Select Pecans has been one dollar per pound, delivered, and are the same price now. Grown upon only a few trees, our supply is not as great as we could wish, but we will accept orders as long as they last.

Our customers can rely upon our getting the very best of Pecans for planting, no matter what the cost is to us, as the quality, and future value is considered, as well as the price.

We have also secured for our trade a very valuable grafted Pecan, not as costly as the 20th Century, but of good size, well meated, good flavor, and desirable for the markets. This is the

PARAGON PECAN.

cut of which is shown on the inside page of front cover. While costing us more than the Post's Select, we sell them at the same price. Grown upon grafted trees, these nuts reproduce themselves not going back to the seedlings.

As we often sell to our costumers all three varieies of Pecans, we suggest that they do not plant

them near enough together for the pollen to mingle. No doubt for some years growers will sell their product for planting, we suggest each kind be kept from mixture.

When sold in market, their uniformity of size will make them more desirable for table use and bring better prices than the common nuts.

We sell these Pecans at one dollar per pound, delivered, prepaid.

One of the benefits of Pecan planting is that it does not in the least require the neglect of other employment to care for them. Young married people, lawyers, physicians, school teachers and business men can engage in this industry, with great profit, adding to their income at small outlay, which, in a few short years, will give them greater earnings than they acquire from ordinary occupations. The income from only a small grove will the first year of bearing pay all expenses.

The tendency now is for large commercial groves of fruits as well as nuts. Ex-Gov. Morrill, of Kansas, is planting an apple orchard in Leavenworth County, Kansas, of 880 acres, upon which will stand 64,000 trees, being the largest apple orchard known, which is in one body. In the experience of competent judges, it is believed that one full crop six or eight years after planting, will pay all the expense of planting and caring for the trees until in full bearing. This orchard will contain 12,000 Jonathan trees in one body of 150 acres, and other varieties such as Ben Davis, Gano, Missouri, Pippin, Grimes, Golden Mammoth Black, and Huntsman.

Judge Wellhouse, also of Kansas, has more acres but their plantations are divided.

Acre for acre, the Pecan pays larger profits than any orchards of fruits, the cost and care being so small, while their bearing age far exceeds that of many plantings of fruit orchards.

Cultivation and low heading of Pecan groves are the main essentials to success, to which may be added fertilization during their earlier growth.

While it is not necessary for any one to be young to get returns from Pecan groves, yet for children and young people starting out in life such investments are of the highest value. Comforts and luxuries can be provided easily during their lives, and the owner will never regret the investment.

For many years past we have also carried a supply of the Giant Chestnuts of Japan, Japan Walnuts and the choicest varities of English Walnuts grown, all of which can be profitably grown in the Southern States. In the

MAMMOTH SWEET JAPAN CHESTNUT.
(Castanea Japonica.)

We have the largest Chestnut grown anywhere, the nuts usually weighing twelve to sixteen to the pound, the cut of which appears on the last page of cover.

Especially valuable are they for the Southern States because of early maturity without frost, no

off-years, and shipments can reach the Northern markets before any of the foreign Chestnuts reach our shores, when they have been sold from $10.00 to $15.00 per bushel. When in competition with the Spanish or Italian they sell from $6.00 to $8.00 per bushel at which price they pay well. Their large size, glossy texture, sweet flavor make them very attractive. The trees begin to bear when three years old with increasing crops and at six years of age yield one to three bushels to the tree. Our correspondent in Japan writes us: "The nuts of the Giant Chestnut trees grow to an enormous size, fifteen of them weighing one pound. Sweet of good flavor, they are eaten when boiled, baked or stewed and are used extensively in cookery, confections or preserved in syrup as sweet meats. The trees are very productive, ripening their fruit in autumn. Both male and female flowers are borne separately on same tree in the month of June. When the nuts mature the burrs open and the nuts fall to the ground. The trees begin to bear when two or three years old and can be transplanted as easily as an apple tree."

Like the growing of Pecans capitalists will find this a safe and profitable industry as but few groves and only on a small scale have yet been planted. We hear of one grove of seedling trees of these nuts in Virginia, not far from Washington, D. C. The cheap hilly lands of the Southern States can be utilized for their growth and earn 200 to 500 per cent. on the investment. Beautiful also for the lawn, of a willowly drooping habit. Beauty of tree and fruit, combined with early fruitage, wonderful productiveness are its strong points.

If eaten raw, pare off the skin under the shell first, as this is bitter. For market prepare as follows (but omitting this if wanted for planting): As soon as gathered place the nuts in scalding water, and then dry thoroughly until all surplus moisture is gone so that moulding will be avoided. Put a bushel of them into a common washtub, pour on sufficient water to cover the nuts one or two inches. (Worms enter the nut when in bloom, grow with the nut and come out later on.) The wormy nuts will float on the surface and are removed. In ten or fifteen minutes the water will have cooled enough so the nuts can be removed by hand. By this process the scalding will destroy the eggs and larva of all insects and the condition of the meat of the nut has become so changed that it will not become flinty hard in curing. Drain off the water, put the nuts loosely in sacks, frequently turn and shake up as they are spread in the sun or dry place, the result being when packed in barrels or boxes they will be tender, sweet and delicious. We deliver these Mammoth Japan Chestnuts at one dollar per pound.

From Japan we also get two varieties of

JAPAN WALNUTS.

Which are profitable to grow in the South, as well as elsewhere. Not as large as our native black Walnuts, which grow in groups of two or three,

the Japan are more profitable as the nuts grow in groups of fifteen to twenty, the trees being exceptionally productive.

There are two kinds of these, cuts of which will be found upon the third page of cover. The largest one is called Juglans Sieboldiana, the smaller or heart shape, Juglans Cordiformis. Found growing in Northern Japan they are as hardy as an oak. A beautiful tree with leaves of immense size, a charming shade of green, making them very desirable for road-sides, avenues, as well as for groves, earning larger profits than any other Walnuts, to each tree. While the shell is thicker than the English Walnut it is not as thick as our native nut. The trees bear wnen three or four years and pay better than the English Walnut. Growing with great vigor they assume a handsome form, need no pruning, and reproduce themselves with great accuracy and are easily transplanted.

In February, 1897, we sold some of these to a man in Missouri who wrote us: "I am greatly pleased with my Japan Walnuts. Not a twig of them was injured by the blizzard of 1898. Some of the trees have new growth this year (1900) and three of them have nuts upon them, one having 200 in large bunches beautiful in bloom, and the admiration of all who see them. There is more money in growing them than the celebrated big red apple of this region. With a good market there is more money in them than anything I know of. I want to plant ten or twenty acres of them." Especially desirable for a dessert nut is the heart-shaped nut, the Juglan Cordiformis, which the Japanese call "Herni-Kuruni." In appearance both kinds of these Walnut trees are much alike, both coming to fruiting when three or four years old, and are long lived. Unlike in shape of any other nut, they are very attractive, mature early and are regular and abundant bearers, growing well in every State of the Union.

In preparing these nuts for the table boil them for five minutes, and while hot crack them with a slight tap which will cause the shells to part readliy at the seam, the kernels can be extracted whole. They make an attractive dessert nut of delicious flavor much like out Butternut.

We deliver both kinds of these Walnuts at one dollar per pound prepaid.

THE EXTRA LARGE ENGLISH WALNUT

Originally called the Persian Walnut, since introduction into England and America it has taken the name of English Walnut. Its first introduction into California was by the Franciscan Monks in 1769, but not until 1843 was any grove planting in a small way, but since then have they been grown in sufficient quantities to compete successfully with the foreign grown Walnuts.

During the past few years large plantings have been made in California and Walnut groves have been very profitable and can be duplicated in the Southern States. They bear good crops when the trees

are five to six years of age, also can be grafted and budded, nuts being produced earlier than on the seedlings.

Like the Pecan these trees are bisexual and are fertilized the same way. They do not require constant pruning and spraying, require but little care, generous bearers and quite uniformly reproduce themselves. Arizona has taken up this industry extensively and will soon compete with California. They grow in Connecticut, New York and New Jersey and well adapted for cultivation along the entire Atlantic Coast as well as the Gulf States.

We deliver these extra large Walnuts at fifty cents per pound, prepaid.

PECAN TREES, BOTH SEEDLINGS AND GRAFTED.

In addition to the foregoing named nuts for planting, we also furnish the trees of each variety. The main difficulty heretofore of having success in transplanted Pecan trees has been caused by nurserymen cutting away the *entire tap root*, leaving the tree but little more than a stick to plant. Such trees may grow but will not be a success as fruit bearers. The only safe plan is to buy one-year-old trees with whole tap roots or if older the tap root to be at least thirty to thirty-six inches in length from which other tap roots will grow. While the planting of the nuts and growing your own trees is much the cheapest method, yet the planting of one, two or three-year-old trees is that much gain in time, both having their advantages.

In planting either of the Pecan nuts we sell, you, see what you plant and can depend upon their reproduction, and after the root is well grown then you have rapid growth. When these trees are two or three years old you can profitably graft the seedling trees, having in them a strong vigorous foundation for growth. The question has been asked, what are seedlings? There are so-called seven ages of a tree. Any tree grown from a seed is properly called a seedling which has not yet reached a height of three feet. Trees from three to ten feet in height are small saplings. From ten feet in height until they reach a diameter of four inches are large saplings. Small poles are from four to eight inches in diameter and large poles from eight to twelve inches in diameter. Trees from one to two feet through are standards, and finally all over two feet in diameter are veterans. These measurements being four and one-half feet above the ground.

People who have given little thought to nut and fruit culture have no idea of its great value. What was only a few years ago considered luxuries have by increased production become necessities, for every day's consumption. Hardly a village in the United States into which the products of California and Florida do not find their way.

Although Pecan culture is one of the newest of these industries, it is fast coming to the front as it is known to be most profitable. No more experi-

menting is necessary. It has passed that stage and from this time groves of 50. 500, 1000 acres and upwards will be planted and conducted on business principles, such as great commercial enterprises.

The very small competition in nut culture makes the growing of Pecan groves on a large scale more profitable, and the occupation of lands now unsalable at $5.00 per acre can in ten years be made to be worth one thousand dollars per acre at only ten per cent. earnings, and safer investment than any stocks, bonds, or any other commercial paper.

Horticulturists concede that greatest success follows the transplanting of one-year-old trees with whole tap roots. Such trees when three years old are much farther advanced than older trees transplanted. The first work of a tree is root growth, which must be well established before rapid trunk growth takes place. The food of a tree is derived from both the soil and the air, which comes through the rootlets and the leaves, so that after the trees are one or two years old, fertilizing will be found profitable.

We are getting the material together, as our leisure will permit for a comprehensive book on nut culture, principally however upon Pecan culture, for which there seems to be a great demand. In it we shall treat of this industry comprehensively, such as its Pomological importance, preparation of soil, propagation, transplanting, cultivation, fertilizers, use of dynamite, distance of trees, age of bearing and yield, low heading of trees, equilateral triangle method, enemies, grafting and budding, harvesting and marketing, value of groves, recipes, etc., etc. We hope to issue it in October, 1901. It will be a book of sixty or eighty pages, with illustrations, and will be sold out at only ten cents per copy.

Our exhibit of Post's Select and Paragon Pecans at the Paris Exposition won for us a silver and bronze medal. We will have an exhibit at Buffalo this summer in the Department of Agriculture of the United States, also intend to have one at Charleston, S. C. Exhibition, beginning December 1st, 1901, and ending June 1st, 1902.

We wish again to call the attention of our customers to the necessity of their sending their orders in during the summer for what they may want for the season of 1901-2. While not so much difference to us when the order comes, for we never have a surplus, it is of vital importance to the grower to secure his supplies early. Our terms are cash with the order, but in view of early orders we make a special offer, as follows: Orders accompanied with a remittance of one-fourth the amount of the order will be booked in advance of shipping season, the balance due November first after which orders to be accompanied with full amount. No C. O. D. shipments unless one-half of purchase comes with the order. Remittances may be made by P. O. or Express orders, New York drafts or registered letters. Where an order is sent for one dollar or less it may be sent in one or two-cent postoffice stamps.

Our prices for the season of 1901-2 will be as follows, charges prepaid and safe delivery guaranteed.

As most of our shipments go by Express parties are requested to name the Express office as well as their postoffice:

The Twentieth Century Pecans, per pound.	$ 3 00
Post's Select Pecans, per pound.....	1 00
Paragon Pecans, per pound.....	1 00
Japan Chestnuts and Japan Walnuts, per lb.	1 00
Extra large English Walnuts, per pound...	50
One-year-old Seedling Pecan Trees with whole tap roots, per hundred.....	15 00
Two or three-year-old with tap roots thirty to thirty-six inches long.....	16 00

Less quantity, $2.50 per dozen.

Twentieth Century one-year-old grafted trees and Paragon grafted with whole tap roots at $2.00 each.

Grafts, buds or scions from the Twentieth Century or Paragon trees at the rate of $5.00 per hundred. We also can furnish the trees of the Japan Chestnut, Japan Walnut, and the English Walnut, at usual prices. As soon as our supplies reach us we make prompt shipments, on orders as received. Letters are answered promptly as soon as received. If you wish any of your friends to receive one of these booklets give us their name, and one will be sent. If you receive more than one kindly hand to neighbor.

Our references by permission: Farmers & Mechanics Bank and Express Agents. Fort Worth, Texas.

TEXAS SEED PECAN CO.,

HERBERT POST, MANAGER.

The following letter has just been received:

United States Commission to the
Paris Exposition of 1900.
Washington, D. C., June 8, 1901.

Mr. Herbert Post,
Fort Worth, Texas:

Dear Sir:—We are just in receipt of advices from Paris, in the form of the Official "Liste des Recompenses" for Group VIII Horticulture and Arboriculture, to the effect that you were awarded a "Diploma of Silver Medal" upon your exhibit of Pecans.

Please accept our hearty congratulations on the successful outcome of your exhibit, and our sincere thanks for your co-operation with us in the preparation of our general United States exhibit in this class.

Yours very truly,
G. B. BRACKETT,
Pomologist.

Johnson Grass

(Sorghum Halapense)

The Finest Hay Grass for the South ❧ Equal to the best Timothy or Clover ❧ Worth Millions to the Southern States

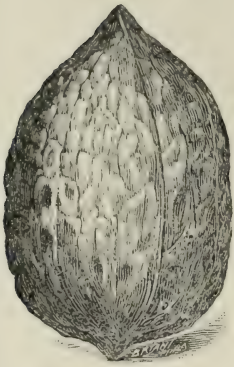
Having had a personal knowledge of this grass for twenty-five years what we say of it are facts. Not only our endorsement, but we have that which is still better. For forty years N. B. Moore of Augusta, Ga. (now deceased) experimented with every known grass and finally seeded his farm with this grass (then called Guinea grass) on which it is still growing making him and his successor rich. We are well aware of the prejudice against the grass arising only because it was thought it could not be gotten rid of when desired. It is a lamentable fact that for fifty years and more, because of a foolish hatred of any kind of grass which interfered with cotton, the Southern people have paid to the North and West millions of dollars for hay which they could have grown themselves. In every other section of civilized countries grass is considered the foundation crop of good farming, a lesson the South has never learned.

Never had any country two better gifts than God has given the Southern States in Johnson Grass for hay, and Bermuda for pasturage. It will be a happy day for them when every farmer will recognize their wealth. Properly grown and used that money value would far exceed the value of the cotton crop every year. We have never known a grower of Johnson Grass for hay, to plow up a single acre expecting it to earn more money in cotton.

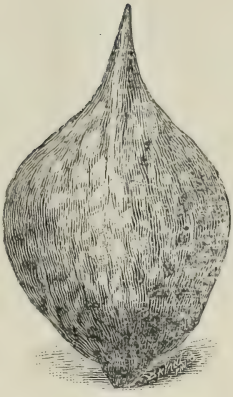
Planting forty pounds to the acre on good land, the grower may expect at least three cuttings annually with a yield aggregating five to six tons each year of well-made hay worth for his own use $75.00 to $90.00. This grass to make the best hay must be cut when in bloom, before maturity for seed. As there are some people who desire to get rid of it for other crops, we will give a sure remedy. In the first place you cannot kill it by plowing it in spring or summer. One of its greatest values is its tenacity

of life. In August or September the sap returns to the root. With a strong team and two-horse plow cut off the roots six inches (eight if possible) below the surface, leaving high furrows. Then take a *straight-toothed* harrow go cross-wise of furrow, bringing the cut roots to the surface, which the sun will destroy. The cut roots six inches below will bleed, the roots die. Plow again across the furrows. Put in a crop of fall grain. Cut it off for hay in the spring and broadcast two bushels of cow peas to the acre, making hay of them or plow under as desired. Should any roots survive the winter the heavy shading of cow peas will prevent their growth, and you will have a clean field for any crops you wish. Your ground never had a better cultivation, or better fertilizing than the cow peas give you, and two good crops of hay beside to pay for all your labor. Don't destroy your best friend. Pasturing will not kill it. We can furnish the seed if wanted. Respectfully,

HERBERT POST,
FORT WORTH, TEXAS.



JAPAN WALNUT
(Juglans Sieboldiana)



JAPAN WALNUT
(Juglans Cordiformis)

MAMMOTH ENGLISH WALNUT

TEXAS PECAN & SEED CO.

FORT WORTH, TEXAS.

IF YOU

WANT A FORTUNE!

From a Small Investment, Investigate and Plant

The Texas Soft-Shell Pecan.

Large Fortunes. The large fortunes which have been made in California the past year in Nut and Fruit culture has induced parties to more fully investigate the growing of Soft-Shell Pecans in the states lying east of the Rocky mountains.

The investigation has developed the fact that the benefits and money value FAR EXCEED anything yet known in Orange or Nut culture in either California or Florida. Individual wild trees here are found which have earned for their owners from fifty to eighty dollars per annum. It is a well-known fact that by cultivation both the quantity and quality of Nuts and Fruits are increased, and Pecans is no exception.

Nothing Equals It. Indeed it would seem that no other known fruit of the soil, brings in anything like so much NET PROFIT per acre as Texas Soft-Shell Pecans.

In Central California, Almond orchards of from two thousand to five thousand trees are not unusual. When they com-

mence bearing, the lands on which they grow are held at $1.-000 per acre, which were bought at $500 per acre to plant the orchards. A marked difference is shown in the culture of the Pecan from the ordinary orchard products. Most orchard trees require a great deal of care, being liable to drouth, disease, blight, frost, worms etc. The Pecan is an exception owing to its being a deep root tree, hardy, and not liable to those diseases.

The United States Has a Monopoly. The United States has a monopoly of this magnificent product, as in no other country, on the globe is it a native nor nowhere else do they obtain to such perfection as in this section of Texas, where grows the extra large Soft-Shell Pecan, the like of which does not find their way into the markets with Nuts of smaller size. The finest have a shell so thin as to be readily crushed in the hand and have meat of superior flavor and sweetness.

Astounding Facts. The writer has been for many months making a study of Pecan culture and can truthfully say there are FACTS connected with it which are SIMPLY ASTOUNDING, and prompts the question, Why has such vast resources for the farmers of the country so long lain dormant? It certainly proves the truth of the old adage: "A prophet is not without honor, save in his own country."

What I state in this circular, are facts which bear investigation and can be abundantly verified and I will also add, I DO NOT TELL THE WHOLE TRUTH concerning them, for fear of being thought extravagant. I want my readers to bear in mind the estimates I make are based upon forest growth of wild trees and not upon carefully cultured domesticated trees which should show largely increased products over those of wild growth.

Tree Planting Tree planting on farms and country homes should secure more attention. Here we have a tree which is of beautiful shape, symetrical, rapid growing with luxuriant green foliage, which it retains late in the fall, rendering it a very conspicuous and attractive shade tree, producing in great abundance, oblong, smooth, Thin-Shell Nuts with sweet and delicious kernels. When planted so they have

room to spread they will grow to a diameter of three to six feet. Belonging to the hickory family (carya) its habit is lower and more spreading, making a full oval head, forming one of the handsomest of shade trees, and under favorable conditions, of rapid growth.

Costs so Little to Plant. No Nut trees known which cost so little for the CHOICEST kind for planting, requiring so little care and expense, and yields such rich harvest as the Soft-Shell Pecan. Pecans have their off years, so that to have continuous crops annually, it is best to plant an orchard this fall, and next year plant another.

See How it Increases the Value of Lands.

Thousands and thousands of acres of land lying along streams which overflow occasionally, as to unfit them for cultivated crops, are worthless so far as earnings are concerned, but run their owners in debt for taxes. Such lands are the home of the Pecan, because of the rich alluvial soil, which is also moist, and cool, and by planting Pecans there, will in fifteen years time increase their value from $1000 to $2000, per acre because they will earn annually ten per cent. on that valuation and upwards. Should they be densely wooded you need not clear away the trees now, only where you wish to plant your orchard with Nuts thirty-five feet apart and also remove any trees that might in their fall destroy the young tree. From year to year as firewood is required cut away the forest trees so that when they come into bearing you have a well defined and beautiful Pecan orchard. Should you not have such lands select the best on your uplands where there is tree growth and plant your orchard. Also plant on your lawn, your road side, and make avenues of trees, also scatter them over your farm for shade trees, blessing both man and beast.

Make no Mistakes in Planting. In the Pecan, you have a tree that will continue bearing for generations—some trees here are supposed to be six hundred years of age, and still bearing. Plant only the Soft-Shell Pecan and plant where the tree is to remain. Experince has within the past two years developed this fact, that transplanting the Pecan tree is a failure. In making this statement I am well aware that I am going contrary to the recommendation of nurseymen who have sold the young Pecan trees not knowing these facts, and the peculiarities of the Pecan.

Transplanting the Pecan tree a Failure.

When the young Pecan tree first appears from the seed, the

tap root at once takes shape and starts downward, through the first year the tap root grows about four times as far as does the top. When the young tree is eight inches high, the tap root is at least two feet below, and at one foot below the surface is much larger than at the level of the ground. It is furthermore very soft and brittle and cannot even be bent without breaking the inside comparatively tough bark. The brace roots of the Pecan are superficial but there a number of rootlets that start out from the under side of these roots, and penetrate the ground to a great depth. These small rootlets are the life of the tree. With the best of care in taking up the tree for removal it is done at the cost of its life. No member of the hickory family responds well to either grafting, budding or transplanting. It has been shown that you may transplant a Pecan and it seems to do well for a time. But you may plant the Nut three years later and at ten years of age the Nut planted tree is a success, while the transplanted tree drags out a miserable unsatisfactory existence and finally dies.

Another thing, you plant the Soft-Shell Pecan and you get like product, that you KNOW because nature does not make mistakes. When you PLANT A TREE you must wait for years to see the result, which is often very disappointing.

Unlike most fruit bearing trees, the Pecan has a long tap root, which when once injured or destroyed saps the life of the tree and will never grow another tap root.

Why is this Industry only Just Known. The question naturally arises, why if such a good thing in Pecan growing has it not been known before? This is the answer: The Pecan is so common here no one ever thought of improving it. As said about the old Spanish strain of peaches, "It has been here always, and we are satisfied with what we have."

The wild forest trees have supplied the markets with superior Nuts for consumption, but the development of Nut culture in California has prompted an investigation here, which has shown the Texas Soft-Shell Pecan to be the best Nut in the wide world, and one capable of domesticating in the States east of the Rocky mountains, and earning fortunes to those who plant them. When our wild forest trees will earn for their owners annually from $50.00 to $80.00 per tree, it is not unreasonable to believe that cultivation will largely increase the product and quality, furnishing a Nut with a Thin Shell and with the sweetness and flavor that would be relished by a king, and yet with all these possibilities we find here vandals who cut down these old forest trees merely because they could not thrash off the Nuts. This careless destruction has been going on so long that in fifty years it is feared all will be destroyed. This prospect means success and prosperity for

those who now plant orchards of the SOFT-SHELL PECAN which always will be a favorite Nut.

Will there not be an Oversupply? Whenever the demand for this country is supplied so as to make LOW PRICES, generations will have come and gone, for we have the markets of Germany, England, France, Spain and Italy, none of which have ever seen these finest Pecans. As long as the Texas Soft-Shell Pecan is in the market all others take back seats. In addition to this, another fact has come to light, the great value of this pecan for oil. This oil is used for table and other purposes as a substitute for olive oil, and is certainly much purer than that we get from abroad.

The Pecan tree is valuable for all purposes the hickory is used for, in commercial uses, and is free from enemies such as infest many fruit and nut trees.

The Profits of Pecan Growing Compared With Banking.

To show the value of this industry, let us make some comparisons. For instance, a bank is organized with $100,000 capital. The officers are well satisfied if they can show at the end of one year, earnings of ten per cent., or $10,000, and it is an exception when they can do that. Even with this capital and skill, the whole is sometimes lost. Now, we will take thirty acres of alluvial bottom lands not worth $5.00 an acre for any farm purposes, and plant them in the Texas Soft-Shell Pecans, and in fifteen years we have made these lands worth upwards of $2000 per acre and a man would be foolish to sell them for twice that amount per acre, when he is annually earning vastly more than ten per cent. on that amount. This looks wild, don't it? Let us see! One hundred dollars will buy enough of the extra large Texas Soft-Shell Pecans to plant thirty acres, 35x35 making thirty-six trees per acre, or 1080 for the thirty acres. They commence bearing at eight years (some say six), but at ten years they should bear from two to five bushels to the tree—we will say only half bushel, however, which at only twenty-five cents per pound, earn $5.00 per tree. Here is an earning capacity of $180 per acre, or ten per cent., on a valuation of your land $1,800 per acre. At fifteen years of age they should bear from ten to twelve bushels per tree—call it but five bushels, and you have an earning of $50.00 per tree. Now, what is the earning value of your lands? Please bear in mind that this business goes on making money for your family, generation after generation. Don't forget that we have wild forest trees here that earn more than the above earnings, and this too, at LOWER VALUES than the Soft-Shell.

One Dollar per Pound.

But now excuse me if I tell you something better still in which I think you will cheerfully coincide. In my judgment (and I think I am right), just as soon as your trees commence bearing, your neighbor will gladly pay you one dollar per pound for all the extra large Soft-Shell Pecans you can grow for MANY YEARS. So many people never believe anything they don't see, and they become your customers. When large Soft-Shelled Nuts are worth, for COMMERCIAL PURPOSES, at least fifty cents per pound, the best of the Hard-Shell sell at twenty-five to thirty cents.

Who May Plant and Why.

Here, now, is an industry that will solve the vexed question of bread and butter when the natural providers are gone.

If you are a man of fifty, sixty or seventy years of age and wish to leave a fortune to your children, a Pecan Orchard of 1000 trees is worth more to them than $25,000 apiece in money. The laws of most states permit entailment on persons in life, or you can will for their direct benefit. If they are sensible children they, nor their children's children will wish to part with such a rich inheritance. If you are a younger man and have children to educate, plant while they are young and the provision is made. Boys and girls while at home can plant a fortune for themselves unequaled by any other investment known. At the birth of each child plant them an orchard and they are provided for in later years.

When to Plant the Pecan.

The continual destruction of the wild Pecan trees in Texas is annually lessening the market supply, and prices have advanced rapidly the past few years and unless others plant, prices will be out of reach of the common people.

Those who would start a Pecan Orchard should do so THIS FALL AND ALSO NEXT, say in September, October, or November. The Nuts are then the freshest and will sprout more rapidly than when dry. Should circumstances prevent fall planting, buy your supply in the fall and bury them in a sack or box, covered with moist earth. Open and plant in March when you will find the Nut sprouted, ready for planting.

The Cheapest Orchard in the world.

When people plant an orchard, the cost is the first thing to consider. Trees cost money and if you should plant the Soft-Shelled Pecan tree, then it would cost you from $1.00 to $2.50 each for the trees, or $36.00 to $90.00 per acre, and then prove a failure.

In planting the Nut I advise the planting of three Nuts to the hill, and at the age of one year remove all but the best and

most thrifty looking tree. This will cost you for the standing tree less than ten cents each, or $3.00 per acre, and you can rely upon the product to be like the nut planted. YOU DON'T KNOW THIS regarding the tree you transplant.

If you cannot give your orchard the alluvial lands alluded to in the foregoing pages, select the best place you can on rich soil, and where the tap-root can go down to its heart's content and draw plant food from the depth unreached by most other tree growths. This far-reaching tap-root is the secret of the long life of the Pecan.

By guarding your trees from the plow you can cultivate the same lands in crops until they come into bearing, then throw them into pasture lands.

You will find it helpful to mulch the trees with decayed leaves, grass or stable manure, which keeps the ground cool and prevents baking the soil by the summer sun. Nature does this in the forest and we should learn this lesson. The growing of the Soft-Shell Pecan in every neighborhood would in fifteen years make the unused lands worth millions of dollars.

The cost of planting is trifling and could well be afforded IF IT COST TEN TIMES AS MUCH. It is an industry that young and old can engage in and not in the least interfere with their usual avocations, but bring fortunes.

A Supply for Early Orders. I am now securing a supply of the extra large Texas Soft-Shell Pecan for filling my orders this fall, wherever I can get them at any cost. These are never found in the markets outside of the State and are from two to two and one-half times larger and heavier than the average pecans ordinarily sold.

The supply is not abundant but all the EARLIER ORDERS will be filled with the best, and in the order in which they are received.

The Price One Dollar Per Pound. These will be supplied at the rate of one dollar per pound PREPAID to all points in the United States, and shipped as soon as fully matured, in September or October—some parties are asking $1.60 per pound for no better. One half of the value of the order must accompany it, and the other half reach me by September 1st. After September 1st, full remittance with order, Payments may be made in Post Office orders on Fort Worth, New York drafts, or by Express, charges paid. If local checks are sent add twenty-five cents for collection. If ordered sent C. O. D. purchaser must pay charges and also for return money.

Orders are now coming in which will be recorded for earliest shipment.

Planting for Generations. A word to those who may plant. You are doing work for your family, which lasts for generations, therefore, do your work well. Plant the Pecan trees 35x35 feet apart. Dig out a hole about three feet across by eighteen inches deep and fill with the top soil, tramping it firmly till full, then plant the three Nuts separate, covering about three inches deep, then at one year old remove all but the best one. It will pay to annually mulch the outer edge of the hole with barn yard manure, to feed the rapidly growing roots as they spread out for plant food.

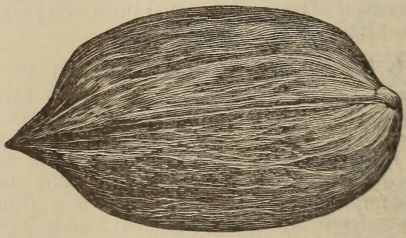
In Conclusion. In conclusion let me add. All of my investigations in Pecan culture have led me to believe that here is an industry that has NEVER HAD ITS EQUAL, and is capable of settling a puzzling and anxious question. How shall the children be provided for? All my statements are worthy of investigation, and WITHIN THE TRUTH, not one overestimate.

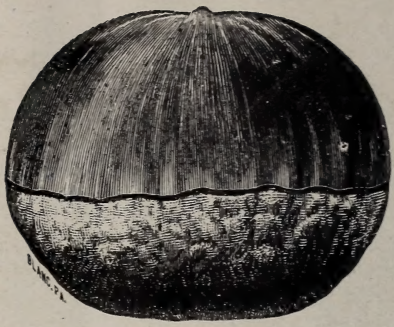
I hope to be able to get further information during the summer, as I continue my investigations, and will issue a small book on Pecan Culture, which will be sent to all who favor me with their orders before time for planting. If this circular does not interest you, will you kindly give it to your neighbor.

If any information desired. is not here given, be free to ask and your letters will receive prompt attention.

TEXAS PECAN AND SEED CO.,

Fort Worth, Texas. By Herbert Post, Manager.





THE MAMMOTH SWEET, JAPAN CHESTNUT

JAPAN CHESTNUTS IN BURR